IN THE CLAIMS

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with <u>underlining</u> and deleted text with strikethrough. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please **AMEND** claims in accordance with the following:

1.   (CURRENTLY AMENDED) A digital contents advertisement display computer system using auction, comprising:

a computer processor; and

a computer readable medium storing at least one computer program controlling the computer processor to control the digital contents advertisement display computer system according to a process comprising:

disclosing an outline of <u>digital</u> contents to be distributed through a digital medium to audiences;

allowing the audiences, as sponsors, to bid for <u>becoming</u> an advertisement tenant contained in the disclosed <u>digital</u> contents;

determining a winner<u>winning</u> sponsor for the advertisement tenant from among the bidding sponsors, according to a highest price bid by a sponsor; and

completing<u>updating the digital contents to contain</u> the advertisement tenant, contained in the contents according to requests from the winning sponsor, to complete the <u>digital</u> contents for distribution, wherein the completed <u>digital</u> contents as distributed function as an advertising medium.

2.   (PREVIOUSLY PRESENTED) A digital contents advertisement display computer system using auction according to claim 1, wherein the process of the at least one computer program further comprises receiving an input from an audience and allowing the audience to influence a scenario process of the contents.

3.   (PREVIOUSLY PRESENTED) A digital contents advertisement display computer system using auction according to claim 1, wherein, in a case where an advertisement tenant is

not determined in the sponsor determining part, the contents distributing part distributes the contents by using the advertisement tenant in the contents provided by default.

4.   (CURRENTLY AMENDED) A digital contents advertisement display system using auction according to claim 2, wherein, in a case where an advertisement tenant is not determined in the ~~winner~~winning sponsor determining, the process of the at least one computer program further comprises distributing the contents by using a default advertisement tenant in the contents.

5.   (PREVIOUSLY PRESENTED) A digital contents advertisement display computer system using auction according to claim 1, wherein the process of the at least one computer program further comprises controlling behavior of a character displayed on a screen in accordance with a bidding price by a sponsor,

wherein the character behaves so that the audience pays more attention to the advertisement tenant for which the bidding price is higher.

6.   (PREVIOUSLY PRESENTED) A digital contents advertisement display computer system using auction according to claim 2, wherein the process of the at least one computer program further comprises controlling behavior of a character displayed on a screen in accordance with a bidding price by a sponsor,

wherein the character behaves so that the audience pays more attention to the advertisement tenant for which the bidding price is higher.

7.   (PREVIOUSLY PRESENTED) A digital contents advertisement display computer system using auction according to claim 5, wherein the process of the at least one computer program further comprises:

recording an access log with respect to the character, and

calculating a degree of attention to the advertisement tenant based on the access log recording,

wherein advertising effects can be measured based on the calculated degree of attention to the advertisement tenant.

8.   (PREVIOUSLY PRESENTED) A digital contents advertisement display computer

system using auction according to claim 6, wherein the process of the at least one computer program further comprises:

recording an access log with respect to the character, and

calculating a degree of attention to the advertisement tenant based on the access log recording,

wherein advertising effects can be measured based on the calculated degree of attention to the advertisement tenant.

9.   (PREVIOUSLY PRESENTED) A digital contents advertisement display computer system using auction according to claim 1, wherein the process of the at least one computer program further comprises changing a display of the advertisement tenant so that a degree of attention to the advertisement tenant in the contents is changed in accordance with a bidding price.

10.   (PREVIOUSLY PRESENTED) A digital contents advertisement display computer system using auction according to claim 2, wherein the process of the at least one computer program further comprises changing a display of the advertisement tenant so that a degree of attention to the advertisement tenant in the contents is changed in accordance with a bidding price.

11.   (PREVIOUSLY PRESENTED) A digital contents advertisement display computer system using auction according to claim 9, wherein the degree of attention to the advertisement tenant is changed by using a displayed character on a screen.

12.   (PREVIOUSLY PRESENTED) A digital contents advertisement display computer system using auction according to claim 10, wherein the degree of attention to the advertisement tenant is changed by using a displayed character on a screen.

13.   (PREVIOUSLY PRESENTED) A digital contents advertisement display computer system using auction according to claim 1, wherein the process of the at least one computer program forms an auction of the advertisement tenant contained in the contents to the advertisement sponsors and the process of the at least one computer program further comprises auctioning again the advertisement tenant of the contents, if the contents are redistributed.

14.   (PREVIOUSLY PRESENTED) A digital contents advertisement display computer system using auction according to claim 2, wherein if the contents are redistributed, the advertisement tenant is auctioned again to the advertisement sponsors according to the process of the at least one computer program.

15.   (CURRENTLY AMENDED) A computer-readable recording medium storing a program to be executed by a computer, for realizing a digital contents advertisement display system using auction, the program controlling the computer according to a process comprising:

disclosing an outline of digital contents to be distributed through a digital medium to an infinite number of audience includingaudiences as sponsors;

enabling a sponsor to bid bidding-for becoming an advertisement tenant contained in the disclosed digital contents;

knocking down the advertisement tenant to thea winning sponsor that has bid a highest bid price;

correctingupdating the advertisement tenant contained in the digital contents in accordance with requests from the winning sponsor, and completing to complete the digital contents; and

distributing the completed digital contents,

wherein the contents have a function as an advertising medium.

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